

Message Text

UNCLASSIFIED

PAGE 01 BRUSSE 11554 291057Z

17

ACTION EUR-12

INFO OCT-01 ISO-00 EB-07 /020 W
----- 048726

R 290846Z DEC 75
FM AMEMBASSY BRUSSELS
TO USDOC WASHDC
INFO USDEPT OF AGRIC
SECSTATE WASHDC 5685

UNCLAS BRUSSELS 11554

US DEPT OF AGRIC FOR FAS/ETSD DOBBINS

E.O. 11652: N/A
TAGS: BEXP, BE
SUBJECT: IN-STORE PROMOTION SARMA (PENNEY)

REF: BRUSSELS 10714, DECEMBER 1, 1975

1. EMBASSY CALLED ON MR. CABOLET (SALES MANAGER) AND SANTENS (FOREIGN PRODUCTS PROMOTION), SARMA, DECEMBER 17, TO SHOW SAMPLE POSTERS AND CATALOG OF BICENTENNIAL DISPLAY MATERIALS AND DISCUSS FOOD PRODUCTS PROMOTION. FURTHER, WE HOPED TO TIE DOWN DECISION ON FULL "IN-STORE PROMOTION".
 2. CABOLET REPEATED STATEMENT MADE A MONTH AGO THAT DECISION TO HOLD NON-FOOD PROMOTION EVENT DEPENDS ON INFORMATION YET TO BE RECEIVED FROM PURCHASING OFFICE. HE ADDED THIS TIME, HOWEVER, THAT REPORT OF PURCHASING OFFICE MIGHT NOT BE READY BEFORE FEBRUARY. GIVEN THIS LATEST REACTION, WE MUST NOW DRAW CONCLUSION THAT IT IS UNLIKELY THAT PROMOTIONAL EVENT WILL BE MOUNTED FOR OCTOBER -NOVEMBER 1976--DATE ORIGINALLY PROPOSED AND SARMA'S ONLY FREE DATE IN 1976, THE BICENTENNIAL YEAR.
 3. CABOLET STATED CONTINUED INTEREST IN POSSIBILITY OF FOOD PRODUCTS PROMOTION AND INDICATED SARMA NOT RPT NOT WILLING TO HOLD NON-FOOD CONSUMER GOODS PROMOTION UNLESS COMBINED WITH SOME SORT OF FOOD PRODUCTS PROMOTION. HE SAID THAT SARMA FINDS FOOD PRODUCTS PROMOTION "EASIER" THAN TYPE OF IN-STORE
- UNCLASSIFIED

UNCLASSIFIED

PAGE 02 BRUSSE 11554 291057Z

PROMOTION THAT COMMERCE WOULD SUPPORT. ALTHOUGH NOT PREPARED

TO RULE OUT POSSIBILITY OF PROMOTION BEFORE RECEIVING PURCHASING
OFFICE REPORT, HE SEEMS DOUBTFUL THAT SARMA COULD SELL ENOUGH
U.S. PRODUCTS TO JUSTIFY PROMOTION EFFORT.

4. ACTION REQUESTED: POST WOULD STILL APPRECIATE RECEIPT
MATERIALS REQUESTED PARAS THREE AND FOUR REFTEL AND LIST OF NON-
FOOD CONSUMER PRODUCTS MOST LIKELY TO SUCCEED IN EUROPE NEXT
YEAR TO USE IN EXPLORING PROMOTION IN OTHER STORES. RENNER

UNCLASSIFIED

NNN

Message Attributes

Automatic Decaptioning: X
Capture Date: 01 JAN 1994
Channel Indicators: n/a
Current Classification: UNCLASSIFIED
Concepts: n/a
Control Number: n/a
Copy: SINGLE
Draft Date: 29 DEC 1975
Decaption Date: 01 JAN 1960
Decaption Note:
Disposition Action: n/a
Disposition Approved on Date:
Disposition Authority: n/a
Disposition Case Number: n/a
Disposition Comment:
Disposition Date: 01 JAN 1960
Disposition Event:
Disposition History: n/a
Disposition Reason:
Disposition Remarks:
Document Number: 1975BRUSSE11554
Document Source: CORE
Document Unique ID: 00
Drafter: n/a
Enclosure: n/a
Executive Order: N/A
Errors: N/A
Film Number: D750448-0745
From: BRUSSELS
Handling Restrictions: n/a
Image Path:
ISecure: 1
Legacy Key: link1975/newtext/t1975129/aaaaahgs.tel
Line Count: 69
Locator: TEXT ON-LINE, ON MICROFILM
Office: ACTION EUR
Original Classification: UNCLASSIFIED
Original Handling Restrictions: n/a
Original Previous Classification: n/a
Original Previous Handling Restrictions: n/a
Page Count: 2
Previous Channel Indicators: n/a
Previous Classification: n/a
Previous Handling Restrictions: n/a
Reference: 76 BRUSSELS 10714
Review Action: RELEASED, APPROVED
Review Authority: ElyME
Review Comment: n/a
Review Content Flags:
Review Date: 28 MAR 2003
Review Event:
Review Exemptions: n/a
Review History: RELEASED <28 MAR 2003 by ReddocGW>; APPROVED <30 JAN 2004 by ElyME>
Review Markings:

Margaret P. Grafeld
Declassified/Released
US Department of State
EO Systematic Review
06 JUL 2006

Review Media Identifier:
Review Referrals: n/a
Review Release Date: n/a
Review Release Event: n/a
Review Transfer Date:
Review Withdrawn Fields: n/a
Secure: OPEN
Status: NATIVE
Subject: IN-STORE PROMOTION SARMA (PENNEY)
TAGS: BEXP, BE
To: COM
Type: TE
Markings: Margaret P. Grafeld Declassified/Released US Department of State EO Systematic Review 06 JUL 2006